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Movie Celebrations Help Our Biz

By JAY L. SMITH

Never in the history of our Industry, to the best of my knowledge, have we had such a steady flow of solid product available for release. Hold-overs in the key situations has become so general, that the old days of Holiday openings is just about dead. In Toronto, which is, of course, considered the key for the entire country, Labor Day saw only three new pictures opening, with all other first-run theatres in hold-over sessions.

In trying to piece together a clear picture of what the situation will be in Toronto come October 10th, Thanksgiving Day, I found myself with a virtual jig-saw of outstanding product, which may or may not be playing Toronto first-runs that particular week. As it stands now, and this picture can change overnight, these are the PROBABLES for the Thanksgiving Holiday in Toronto.

At the Imperial, Canada's largest theatre, and Famous Players flagship, the Dean Martin - Jerry Lewis VistaVision picture from Paramount, "You're Never Too Young," is the scheduled attraction. However, the odds are that Warner Bros.' "Mr. Roberts" will be firmly entrenched in the middle of a record-breaking engagement by then, and my bet is that it will not move.

At Shea's, 20th-Fox's CinemaScope production, "The Left Hand of God," starring Humphrey Bogart and Gene Tierney should be in its initial week's run for the Holiday.

The University-Eglinton combination will probably open another Fox CinemaScope attraction, "Love Is a Many-Splendored Thing," starring William Holden

(Continued on Page 2)

Ottawa's Motion Picture Month Saluted By Mayor In Daily Press

Ottawa: Ottawa's celebration of the Golden Anniversary of the Motion Picture Theatre got off to a fine start on Labor Day, with most of the centre town theatres playing to big returns on the strength of the new Fall feature openings. Don Watts, president, and Frank Gallop, vice-president of the local Theatre Managers Association, have worked hard to make the month-long celebration a success and, with the newspapers taking over from now to the end of September, the Rideau and Centre theatre skippers, respectively, can

(See CELEBRATIONS Page 2)

3 Hamilton Houses Set For Day And Date

Hamilton: A new combination of theatres has been organized at Hamilton for day-and-date bookings of action pictures, replacement of one house of the original trio having taken place. The Hamil-

(See DAY & DATE Page 2)

THEATRE TV

FIRST CLOSED CIRCUIT THEATRE TV AT LOEWS, TORONTO, COMPLETE SELLOUT.

Arch Jolley In Windsor, Opens Windsor's Motion Picture Month

Windsor: Arch Jolley, executive secretary of the Ontario Motion Picture Theatres Association, was the guest speaker at the formal launching of Windsor's Motion Picture Month on Monday night at a widely attended meeting and dinner sponsored by the local Ad and Sales Club.

Ed Lamoureux, who was elect-

(See JOLLEY Page 2)

Melville Theatre Has Gala Opening Nite

Melville: The new theatre in Melville, Sask., the Paragon, took a full page ad in the "Melville Advance" prior to their opening on Monday, Sept. 5th, advertising a snack bar on the mezzanine floor, a 24-sheet poster display on its front, smoking

(See MELVILLE Page 2)

"Love" Gets Bang-Up Exploitation Tie-In

Toronto: As part of their publicity campaign for "Love Is a Many-Splendored Thing," both Tom Daley, manager of the University Theatre, and Marc Hirsch, manager of the Eglinton Theatre, have teamed up and arranged a special dual screening of the film with the Toronto Telegram. The Telegram is inviting the mothers of their carriers — these boys and girls have paper routes throughout the city and adjoining suburbs. The Telegram expects to have an at-

(See "LOVE" Page 3)

Foto-Nite Saskatoon Case Appealed

Saskatoon: The Saskatchewan attorney general's department has filed notice of intention to appeal the acquittal of a Saskatoon theatre operator on a charge of operating a lottery in connection with Foto-

(See FOTO-NITE Page 2)

"Spirit Of St. Louis" Lands In Saint John

Saint John: The replica of the famed 'Spirit of St. Louis' which Charles A. Lindbergh flew on the first solo crossing of the Atlantic 28 years ago, landed at Saint John Airport last week. The plane will be shipped air cargo from Halifax to Paris for film sequences in the

(See ST. LOUIS Page 3)

Odeon Take Over Roxy-Hamilton Re-Opens October 7 As Hyland

Toronto: Odeon Theatres (Canada) Limited announced this week that after October 1, 1955, the Roxy-Hamilton (750 seats) will be operated by Odeon.

The Roxy Theatre has been sold by National Theatres Limited to Ganord Limited, who have leased the theatre to Odeon on a long term deal.

The Roxy Theatre will be closed down on Saturday, October 1, for re-decoration, and will re-open on

(See ODEON Page 5)

Stone Plugs Hollyw'd

Toronto: In a series of display advertisements, Phil Stone of Toronto radio station CHUM, has been giving a chatty and readable account of film celebrities he and Mrs. Stone had met during a recent

(See STONE Page 2)

FIVE GOLDWYN "DOLLS" VISITING TORONTO, MONDAY AND TUESDAY FOR MGMS'S "GUYS AND DOLLS".

On the Beam

(Continued from Page 1)

and Jennifer Jones, the Friday before the Holiday.

Odeon's flagship, the Odeon-Toronto, together with the Fairlawn, is slated to be in its first week of UA's "Gentlemen Marry Brunettes," CinemaScope and Technicolor, co-starring Jane Russell, Jeanne Crain and Scott Brady.

Odeon's Hyland and Christie combination will probably be in its second week of the DCA-Alliance release, "I Am a Camera," co-starring Julie Harris, Laurence Harvey and Shelley Winters, which is scheduled for its Canadian premiere there September 30th.

At Loew's Downtown, UA's "Not As a Stranger" has been doing so much business that the scheduled opening of MGM's CinemaScope musical, "It's Always Fair Weather," co-starring Gene Kelly, Dan Dailey and Dolores Gray, and featuring that $64,000 Question man, Hal March, has been pushed back and back, until now it looks as if it will not open until next week-end, which would put it smack into its third week for the Holiday.

Loew's Uptown, scheduled to open Universal - International's CinemaScope war drama, "To Hell and Back," starring Audie Murphy, Sept. 21st, will in all probability be in its third week over the Holiday, also.

This leaves one possible question mark, the remodelled Tivoli, which Famous Players are striving valiantly to get open by Thanksgiving Day. No definite decision has been made, or at least announced by Famous as yet, as to the policy of the Tivoli when it re-opens. Undoubtedly it will be used for outstanding first-run attractions, with long-run possibilities. What the opening attraction will be is anyone's guess right now, but my guess is Paramount's "Ulysses," co-starring Kirk Douglas and Silvano Mangano which has surprised everyone with the terrific business it is doing at the Globe Theatre in New York.

With product like this available for the Fall season, plus a dozen additional smash hits ready to follow, how can anyone in the Industry feel anything but confidence for the future?

"My Sister Eileen"

New York: Columbia's CinemaScope - Technicolor musical "My Sister Eileen", had an oceanic world premiere aboard the Queen Elizabeth on that ship's trip from Southampton to New York on September 8.

CELEBRATIONS

(Continued from Page 1)

now rest on their laurels.

Highlight of the Golden Jubilee celebration was the Saturday morning parade of gayly decorated floats, western bronchos, cowboys, their female counterparts, the Son of Davy Crockett, Donald Duck, Mickey Mouse and many other characters from Walt Disney productions. Large crowds gathered along the route through the Capital's centre town neighborhood streets to watch the parade, cheer the many floats and listen to the music provided by several local bands. Newspapers played up this event, and were unusually generous with stories and photos before and after the opening day ceremonies. Both the Journal and Citizen are running 8-column flares especially made for the occasion on their daily amusement pages, the text of which is Ottawa Salutes Movies 50th Anniversary.

Ottawa's mayor, Dr. Charlotte Whitton, took space in the local dailies to extend the city's thanks to "The Motion Picture People of Ottawa." Calling them "an integral part of the life of this city in which your responsible and cooperative sense of citizenship can always be relied upon to further any cause in which your great resources can be used," Mayor Whitton said, in part: "Through these years better partnership of the cinema and the community has progressed just as surely as these marked scientific advances" ("Birth of a Nation" to CinemaScope). "To greater and greater degree, the responsible producer and the responsible exhibitor have worked with the church, the home and the educator to make the movie a developer, not a danger, in individual and community growth."

Reviewing local film history from the city's first house, Harmony Hall, opened in 1908, three years after the first nickelodeon in Pittsburgh, Dr. Whitton added, "Now challenged by radio and TV, the motion picture industry, in all its tremendous and vital impact upon our community living and the national economy, is rising with even greater vigor and vision. The inexpressible value of the tremendous, timeless and spaceless range of the permanency of the film presentation must be preserved."

STONE

(Continued from Page 1)

visit to Hollywood studios as well as an insight into the shooting for a number of forthcoming productions.

MELVILLE

(Continued from Page 1)

loges, staggered seating, cry room, love seats, large screen, air conditioning, large stage with dressing rooms, latest projection and sound equipment. Opening of the theatre, after weeks of preparation, transformed a former used car lot to a modern spacious entertainment centre.

Melville's town band heralded the opening by forming before the brilliant canopy of the building and entertaining an orderly crowd awaiting opening of the doors. Mayor W. R. Bailey officiated at the opening which had Peter Blake as master of ceremonies. Other speakers taking part in the opening program included Dave Williams, chief inspector for theatres for the province of Saskatchewan, Maurice Tallant, president of the Melville and District Board of Trade, and Hugh Vassos, owner of the theatre.

No children's tickets were sold for opening night which featured "Vera Cruz" on the screen. Out of town guests of the theatre and business world who attended the opening, included besides Mr. Williams, Mr. and Mrs. Joe Harris of Winnipeg, former local Roxy Theatre manager; Abe Feinstein of United Artist Films, Winnipeg; Mr. and Mrs. Joe Hersac, Roblin, Man.; Mr. and Mrs. Harry Myterko of Strathclair, Man.; Bill Welykholowa, Kamsack, Sask.; Mr. and Mrs. Lousass and Lorne Cogger, of Dominion Sound Co., Regina, and Mr. and Mrs. Bob Weber, contract department of Simpson-Sears, Regina.

JOLLEY

(Continued from Page 1)

ed president of the Windsor Ad and Sales Club, was the prime organizer of the Month and developed the plan with the cooperation of Bob Knevels, president of the Essex County Theatres Association.

The dinner was attended by all local industry executives, civic officials and prominent businessmen in the community. Mayor Patrick, in the name of the City of Windsor, officially declared the dates set as Motion Picture Theatre Celebration Month and set off what is expected to be a tremendous box-office bolster in the whole Windsor area.

The Month is receiving widespread newspaper and radio support and will feature parades and other ballyhoo.

"THE PHILADELPHIA STORY"

First project for **Sol C. Siegel's** new agreement with **Metro** will be a musical production of "The Philadelphia Story."

Boasberg Welcomed At Para. Luncheon

New York: Charles Boasberg, who joined Paramount Film Distributing Corporation as of Sept. 6 as special assistant to George Weltner, head of worldwide sales for Paramount Pictures, was presented to executives of the company at a luncheon in the company's private dining room.

Mr. Weltner, who presided at the luncheon, in welcoming Mr. Boasberg, stated: "With his years of executive sales experience in the domestic market, both in the field and in home offices, Mr. Boasberg brings added depth to the Paramount organization. We are happy to have him with us and we have every confidence that he can and will make an outstanding contribution to the increased need for specialized handling of motion pictures in today's market."

Present at the luncheon, in addition to Weltner were: Barney Balaban, Adolph Zukor, Don Hartman, Paul Raibourn, Jerry Pickman, E. K. (Ted) O'Shea, Hugh Owen, Louis Phillips, James E. Perkins, Russell Holman, Sidney Deneau, James Richardson, Robert J. Rubin, Arthur Israel, Jr., J. William Piper, Sid Blumenstock, Al Fitter, Burt Champion, Herb Steinberg, Hiller Innes and Dr. L. J. Warshaw.

FOTO-NITE

Nite.

Notice of the appeal was filed in the case involving Vince Pasternak, manager of the Victory theatre.

Sessions of the Saskatchewan court of appeal are scheduled to open in Regina Sept. 12 but there is no definite date for hearing of the appeal.

Mr. Pasternak and Ray Resky, manager of the Broadway theatre, were acquitted on the lottery operating charges in a decision handed down by Magistrate B. M. Wakeling. Both theatres are Odeon.

The magistrate's dismissal of the charges was based on a ruling that under the Foto-Nite arrangement there was no exchange of legal property.

DAY & DATE

(Continued from Page 1)

ton Cinema, which had formerly been linked with the Downtown and Avalon, has reverted to an off-beat policy, and the new line-up comprises the Downtown, Avalon and the 700-seat Mountain.

The change was effected with the first-run program consisting of "Revenge of the Creature" and "Cult of the Cobra."

ST. LOUIS

(Continued from Page 1)

forthcoming movie on Lindbergh's great adventure. The plane is important enough to have two stand-ins, one on location in Newfoundland and another back in Hollywood. Movie pilots Thompson and mechanic Hawkins say the plane is as hard to manage as any prima donna.

A knot of aviation fans with cameras watched the replica of the most famous airplane in history trundle up the apron of the Saint John airport, accompanied by a Stinson LI—camera-carrying plane.

Saint John was the party's first Canadian port so while the fliers cleared Customs and got a weather check, spectators went over the historic 'Spirit of St. Louis' from her authentically-burnished engine cowl to the weird windmill which drove Lindbergh's unique air-induction compass.

Thompson and Reaver picked up the 'Spirit' after she was shipped from Hollywood to New York, and flew her for CinemaScope filming near the Long Island site of Lindbergh's take-off that historic May 20, in 1927.

Roosevelt airfield, from which the 25-year-old airman took off for Paris non-stop, now is a racetrack, so the movie-makers used a nearby private airfield. One day Colonel Lindbergh visited them and said he was very pleased with the exactness of the copy of his ship.

The replica itself is an important enough airplane—important enough to have two stand-ins, one in Newfoundland where movie director Billy Wilder is shooting scenes, and another back in Hollywood. All three were built from the original blue-prints.

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Across the Country

Toronto and District

For the re-opening feature, "Above Us the Waves," at the newly-named Hyland Theatre at London, previously called the Elmwood, Manager Jim Dickinson arranged for a parade to the theatre of the band and a detachment from the HMCS Prevost naval training station. An actual torpedo was set up in the lobby as a naval exhibit.

• • •

For "Not As a Stranger" at the Capitol Theatre, Hamilton, Manager Ralph Bartlett secured the co-operation of local druggists in special advertising which tied in with the title of the picture. One drugstore used the line: "We welcome you as a friend, 'Not As a Stranger'." Another said: "Atkison's Rexall Pharmacy, where you shop in friendly atmosphere and 'Not As a Stranger'."

Ottawa

Labor Day was ushered in with the traditional pre-holiday midnight shows at many first-run theatres and most of the neighborhood spots. The last long week-end of the year before Christmas Day drew large audiences to most of the owl shows and the Labor Day matinee and evening performances. Added attractions at the drive-ins included fireworks displays before and following the final performances.

• • •

It appears that Ottawa will continue to be known as the Town of Monster Bingos during the Fall, Winter and Spring season. The Lions Club started the season rolling for the bouncing-ball-and-numbers addicts at the Auditorium on September 14, with over $10,000 in prizes—including the inevitable motor car—paid out to the lucky winners.

Vancouver

The Elks Lodge of Shellbrook, Sask., opened its new 425-seat Elks Theatre replacing the old outdated house in the farming community.

• • •

Dave Griesdorf, general manager of Canadian Odeon theatres, was here for a week, inspecting their Pacific Coast houses. He reported that there will be no further theatre closings at the present time.

• • •

Cary Grant was here, accompanied by Winston Barron, Toronto editor and commentator of Canadian Paramount News. Cary appeared at the Capitol for two days doing publicity on his new film "To Catch a Thief." He also made personal appearances at the Capitol in Victoria.

• • •

Orpheum manager, Ivan ackery, is at it again. He posted a hydrant in front of his theatre on the main stem hard by a cutout of a talking dog who announced, I'm waiting for "Lady and the Tramp", a plug for his current picture, which played to most of the kids in Vancouver.

Winnipeg

Cary Grant, in town to publicize his picture, "To Catch a Thief," had a busy program set for him. During his short stay, besides newspaper and radio interviews, he called in at City Hall to pay his respects to Mayor George Sharpe, made three personal appearances at the Metropolitan Theatre, and attended a cocktail party in his honor.

• • •

Olivia de Havilland, through the Odeon Theatre, Winnipeg, awarded a prize of $50 to the first baby born in a Winnipeg hospital on Friday, Sept. 2, the opening day of "Not As a Stranger," in which the actress plays the part of a nurse. The winner was a 7-pound 15-ounce daughter born to Mr. and Mrs. Arthur Fry, 566 Sherburn St., born at 12:10 a.m. Theatre manager Tom Pacey will present the $50 to the Frys on behalf of Miss de Havilland.

• • •

Visitors to Winnipeg included Mr. and Mrs. H. Baldwin, Souris, Man., and Mr. Bob Harvey of MacGregor, Man. The Community Theatre at Elm Creek, Man., has re-opened.

"LOVE"

(Continued from Page 1)

tendance of about 2,000 mothers at these screenings. They have assigned two of their feature writers, John Fisher and Frank Tumpane, to cover the event and are going all out to make it a success.

To give the affair a little glamor, Tom and Marc promoted 50 records of "Love Is a Many-Splendored Thing" from Decca and Capitol record people. They also obtained 20 copies of the book from the Clark Irwin Publishing Company, boxes of "Black Magic" chocolates, and lined up both Coca Cola and Pepsi Cola people to serve refreshments. The records, books and chocolates will be presented to the oldest mother, the mother of the carrier having the longest service, etc. Each mother entering the theatre will be presented with a beautiful rose with the compliments of the Telegram. Arrangements were made with radio stations CKEY and CHUM to set up tape recorders to interview the mothers immediately after the screening — these interviews will be aired the following day.

Word has also been received from Harrison Howe, manager of the Paramount Theatre, St. John, of a magnificent tie-up he arranged with Calp's Limited, the largest local department store in his city and "Love Is a Many-Splendored Thing." The tie-up is built around the 'Suzy Perette' gowns. Calp's are making available to Harrison for this tie-up, windows, counter and floor displays, co-operative newspaper ads and radio advertising, plus a huge fashion show to take place each evening during the engagement of the picture in the theatre foyer.

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"...the audacious and heroic attack of our midget submarines!"
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ABOVE US THE WAVES

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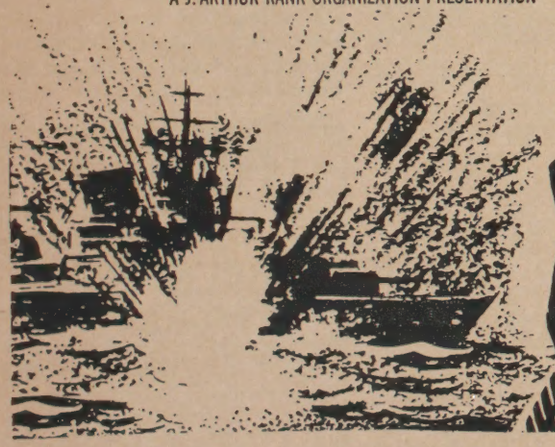

Another smash hit from **JARO**

Chatter... That Could Matter!

By MAX CHIC

A full report on the **Annual Pioneers Golf Tournament** which took place on Thursday will be carried in next week's **Digest** . . . a complete sell-out was predicted by Ticket Chairman **Joe Bermack** with only a small number available four days before the gala event . . . in town for **Haskell Masters'** son's wedding were Mr. and Mrs. **Wolfe Cohen,** Mr. and Mrs. **Ben Kalmenson,** Mr. and Mrs. **Harry Kalmine,** Mr. and Mrs. **Berny Goodman** and the **Arthur Hirsch's.**

Doug Rosen, g.m. for **IFD** and **AA** in Canada, according to a New York film trade paper reported a 20% decline in motion picture business in Canada and at the same time announced that his companies were studying home-grown production . . . smash business across the country is reported by all companies with the top product put into release since Labor Day . . . **UA's** "Not As a Stranger"; **Paramount's** "To Catch a Thief" and "We're No Angels"; **Columbia's** "The Man From Laramie"; **Warner's** "Pete Kelly's Blues"; **Metro's** "Interrupted Melody" and **Fox's** "Love Is a Many-Splendored Thing."

The **Nortown** and **Eglinton** theatres, Toronto, initiated a student price policy as of last Friday . . . the policy will be the same as the one started on Labor Day by **Famous Players** Toronto suburban houses . . . **Tom Moran** of **Odeon** has put into use a new and original popcorn container with a circus motif.

Frank Vaughan, general sales manager for **JARO,** reported that a last minute spurt in the closing days of **JARO's** 10th **Anniversary Billings Drive,** recently completed, put Montreal into first place with Calgary second and Toronto third . . . **Harry Firestone** and **Bill Forman** who re-opened the **Mayfair** and **Esquire,** Toronto, last Monday, were slightly surprised a week before opening when they looked at the amusement pages of Toronto's dailies . . . the **Mayfair** was listed in the **20th Century** listing as open and playing **RKO's** "Cattle Queen of Montana."

Abe Cass became a grandfather for a second time when son **Jerry** presented him with a second grandson . . . this one on **Abe's** birthday.

ODEON

(Continued from Page 1)

Friday, October 7, as the Odeon-Hyland, Hamilton. The Odeon-Hyland will present first-run films and product will include films from the studios of the J. Arthur Rank Organization.

During the past month an Odeon-Hyland was opened in London as a result of public demand for this particular type of operation.

The Odeon-Hyland, Hamilton, will present as its opening feature the British film "Above Us the Waves," starring John Mills, a production from the J. Arthur Rank Organization.

"Roberts" WOW

New York: Warner Bros. "Mister Roberts," now in its ninth week at Radio City Music Hall, is the longest run film at the showcase since May, 1952.

Only four movies have run longer at the Music Hall than "Roberts."

Theatre Ballyhoo

Amherst: In Amherst, N.S., an usherette and confection attendant, Muriel Estabrooks and Ciette Reese, were dressed up as Mermaids and accompanied by an Octopus decorated a car which paraded through Amherst's downtown streets last week.

Friday night shoppers recognized it as a stunt to advertise a movie as placards told of the double-bill feature coming three days to the Capitol theatre.

Two thrillers, 'Creature with the Atom Brain' and 'It came from Beneath the Sea', were the movies promoted by the car display.

Theatre staff artist Basil Cloney, explained the mermaids, as depicting a contrast. "Mermaids are found beneath the sea," but you've never seen anything like IT, he said, meaning the giant octopus in the movie 'It Came From Beneath The Sea."

Mr. Ed Mullis is manager of the two Amherst theatres (F. G. Spencer Company).

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. To Catch a Thief (Para.) VV & Tech. with Cary Grant.

SHEA'S
2nd wk. Lady & the Tramp (E-U) C'Scope & Tech.

UNIVERSITY & EGLINTON
4th wk. We're No Angels (Para.) VV & Tech. with Humphrey Bogart.

LOEW'S
4th wk. Not As a Stranger (UA) with Robert Mitchum & Olivia De Havilland.

UPTOWN
Female on the Beach (E-U) with Joan Crawford and Jeff Chandler.

ODEON & FAIRLAWN
The Shrike (E-U) with Jose Ferrer and June Allyson.

HYLAND & CHRISTIE
2nd wk. Above Us the Waves (JARO) with John Mills.

TOWNE
2nd wk. Svengali (MGM) Color with Hildegarde Neff.

DOWNTOWN
Abott & Costello Meet the Mummy (Universal) & This Island Earth (Universal).

MONTREAL

LOEW'S
Seven Little Foys (Para.) VV & Tech. with Bob Hope.

CAPITOL
2nd wk. How to Be Very, Very Popular (20th-Fox) C'Scope & Color with Betty Grable.

PALACE
The Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

PRINCESS
Mambo (Para.) with Silvana Mangano and Michael Rennie.

ORPHEUM
Las Vegas Shakedown (AA) with Dennis O'Keefe.

KENT
A Man Called Peter (20th-Fox) C'Scope & Color with Richard Todd.

STRAND-SNOWDON-OUTREMONT
2nd wk. Female on the Beach (E-U) with Joan Crawford and Jeff Chandler.

IMPERIAL
This Is Cinerama.

WINNIPEG

CAPITOL
Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

MET
To Catch a Thief (Para.) VV & Tech. with Cary Grant.

ODEON
2nd wk. Not As a Stranger (UA) with Robert Mitchum and Olivia de Havilland.

GARRICK
Francis in the Navy (E-U) C'Scope & Tech.

CALGARY

CAPITOL
Girl Rush (Para.) VV & Tech. with Rosalind Russell & Fernando Lamas.

UPTOWN
3rd wk. Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

GRAND
2nd wk. Not As a Stranger (UA) with Robert Mitchum & Olivia de Havilland.

TIVOLI
Marty (UA) with Ernest Borgnine.

VANCOUVER

CAPITOL
2nd wk. To Catch a Thief (Para.) VV & Tech. with Cary Grant.

ORPHEUM
Lady & The Tramp (E-U) C'Scope & Tech.

STRAND
Love Is a Many-Splendored Thing (20th-Fox) C'Scope & Color with Wm. Holden & Jennifer Jones.

VOGUE-PARK-FRASER-OLYMPIA-ODEON-ODEON
2nd wk. Not As a Stranger (UA) with Robert Mitchum & Olivia de Havilland.

ST. JOHN

PARAMOUNT
Mister Roberts (WB) C'Scope & WarnerColor with Henry Fonda.

CAPITOL
The Dam Busters (WB) with Richard Todd.

STRAND
Not As a Stranger (UA) with Robert Mitchum and Olivia de Havilland.

STUDIO ROUND-UP

Paramount announces that Hal **Wallis** has acquired screen rights to the **Tennessee Williams'** play "Summer and Smoke" to be filmed in **VistaVision. Jane Russell** and **Jeanne Crain** to New York in conjunction with publicity campaign for their new C'Scope musical "Gentlemen Marry Brunettes," for **United Artist** release.

Patty McCormack, child sensation of New York stage production, will play her original role in **Warner's** "The Bad Seed," which is being directed by **Mervyn LeRoy. Bette Davis** in Hollywood, reporting to producer **Julian Blaustein** in preparation for her starring role in the **Columbia** release, "Storm Center," which is set to roll.

Gregory Ratoff to London to bring back finished print of "The Royal Bed," a **20th-Fox** release which he produced, directed and stars in. Major portion of the picture was filmed in the palace of former **King Farouk.**

Margaret O'Brien in New York doing advance publicity on behalf of her **RKO** starrer "Glory." Actress **Pat Crowley** penned to a long-term contract by **Universal,** will have as her first assignment, femme lead opposite **Tony Curtis** in "The Square Jungle."

Pierre Watkins to have featured role in the **Republic** production "The Maverick Queen." **Alec Guinness** plays the part of the leader of a bunch of crooks in the **JARO** production "The Ladykillers," on the floor at the **Ealing** studios.

MGM's musical "Always Fair Weather," with **Dan Dailey, Gene Kelly** & **Cyd Charisse,** is slated as next feature at Radio City Music Hall, New York, while **RKO's** "Pearl of the South Pacific" will open at the RKO Palace, Sept. 16th.

Jennifer Jones returned to **20th-Fox** studios for three days additional filming for her role in "Good Morning Miss Dove." According to **Dore Schary, Alec Guinness** is to make American screen debut, opposite **Grace Kelly,** in **Metro's** "The Swan," with **Louis Jourdan** and **Briane Aherne.**

Alan Ladd signs screen writing **David Dortot**

WARNER BROS. PROUDLY PRESENTS

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